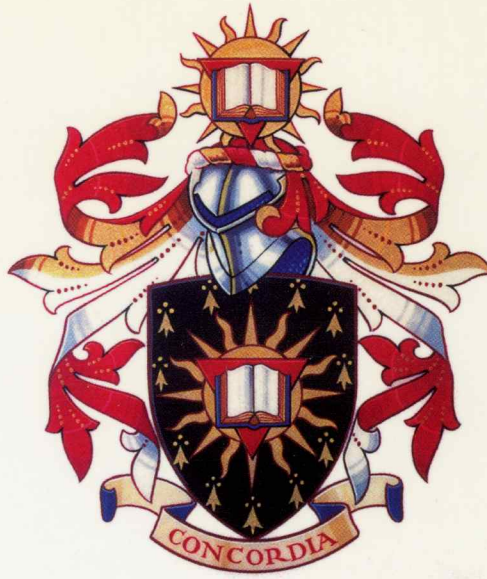


THE CAMPAIGN FOR A NEW MILLENNIUM



FRESH IDEAS

C O N C O R D I A U N I V E R S I T Y

The frontiers of imagination are beyond the horizons of our time.

They are not, however, beyond our reach. They never have been.

For over 100 years, Concordia University and its founding institutions have looked beyond tomorrow to provide one of the most relevant and progressive educations in Canada.

Heading into a new millennium, we're still a very forward-looking university.

**We believe that innovation and discovery go hand in hand;
that all scholars should have the opportunity to develop exceptional ideas and to
apply them for the enrichment of future generations.**

**The Campaign for a New Millennium celebrates our original ideas,
our vision of the future and our pioneering efforts in a new age of education
and a new era in research and discovery.**

Flexibility. Collegiality. Innovation. Excellence.



Frederick Lowy

Rector &

Vice-Chancellor

Concordia University

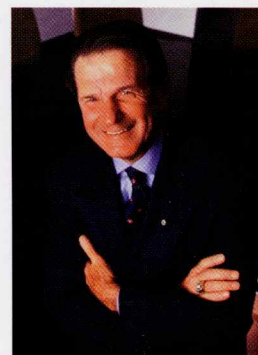
These are the characteristics that define Concordia University and the cornerstones upon which this exceptionally vibrant institution is building a "university for a new millennium."

With roots firmly set in the century-old progressive traditions of Loyola College and Sir George Williams University, Concordia has matured into one of the most relevant and exciting universities in Canada. Its history is one of cultural diversity and innovation, creativity, discovery and opportunity, and outstanding graduates.

The future will be equally distinguished. There is a strong sense of long-term optimism at Concordia. In the face of substantial government funding cuts, we have achieved a balanced budget while developing a creative and focused academic plan for the future. We have increased the enrolment of full-time equivalent students, inaugurated innovative and highly sought after programs in emerging fields, and established exciting new interdisciplinary research centres.

The Campaign for a New Millennium is a bold undertaking that will invest Concordia with the resources to increase the financial support available to the brightest and most deserving students in Québec and from across the country. It will also support our University's fresh ideas, drive forward vital research initiatives, and equip faculty and students with the technological tools to make valuable contributions in the 21st century.

The corporate and community leaders who already support this Campaign have experienced the energy and optimism that is Concordia. We invite you to join us in crafting Concordia's ongoing evolution as an exceptionally forward-thinking university for today, for tomorrow and for the future.



Ronald Corey

Chairman

The Campaign for a

New Millennium

A handwritten signature in black ink, reading "Frederick Lowy".

A handwritten signature in black ink, reading "Ronald Corey".

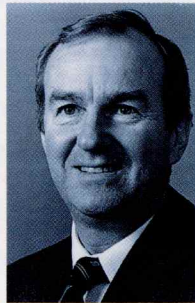
By the turn of the century,
The Campaign for a New Millennium will have
raised a minimum of \$55,000,000 to support
the critical research and academic initiatives of
a new generation of scholars.

AN AMBITIOUS INITIATIVE FOR AN AMBITIOUS UNIVERSITY

HONORARY PATRONS

"Concordians exert significant influence on the cultural, political and financial discourse that shapes this country. They do so with a spirit of openness and tolerance that grows out of Concordia's cosmopolitan nature and the diversity of its ideas and people."

Eric Molson
Chancellor
Concordia University



Eric Molson
Chancellor
Concordia University



Matthew W. Barrett
O.C., Hon LL.D. 94



Charles Bronfman
P.C., C.C.,
Hon LL.D. 92



André Desmarais
BComm 78

As Canadians move forward to keep pace with the demands of a new era, Concordia is also looking to the future. Our vision is broad and daring: we want our graduates to be well-rounded and insightful specialists who will make valuable contributions to the enrichment of society.

We remain committed to our heritage of teaching the student as well as the subject so that our graduates are inspired to imagine and debate. More than that, we want scholars of all ages and backgrounds to have the opportunity to excel in a rapidly changing world.

The Campaign for a New Millennium will ensure that future generations of Canadians will compete successfully in an increasingly globalized economy. It will do so by providing critical funding to the following categories:

- Student Financial Support
- Teaching & Research Technology
- Library & Special Initiatives
- Renewal of Academic Facilities
- Endowments for Teaching & Research

THE CAMPAIGN FOR A NEW MILLENNIUM

THE CAMPAIGN CABINET



Richard J. Renaud
(L BComm 69)
Chair, University
Community &
Board of Governors

Ronald Corey, C.M.
Campaign Chair

Dr. Frederick Lowy
Rector &
Vice-Chancellor

Humberto Santos
(S BComm 75,
MBA 79)
Chair, Major Gifts

L. Jacques Ménard, C.M.
(L BComm 67)
Chair, Leadership Gifts

“The priorities identified by The Campaign for a New Millennium offer compelling proof that Concordia University is in touch with the needs and aspirations of the communities it serves. The intrinsic, long-term value to society of the Campaign’s projects is reflected in the significance of the goal and in our commitment to realize its success.”

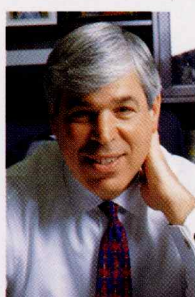
L. Jacques Ménard
C.M., L BComm 67
Chair, Leadership Gifts



Leonard Ellen
Honorary Treasurer



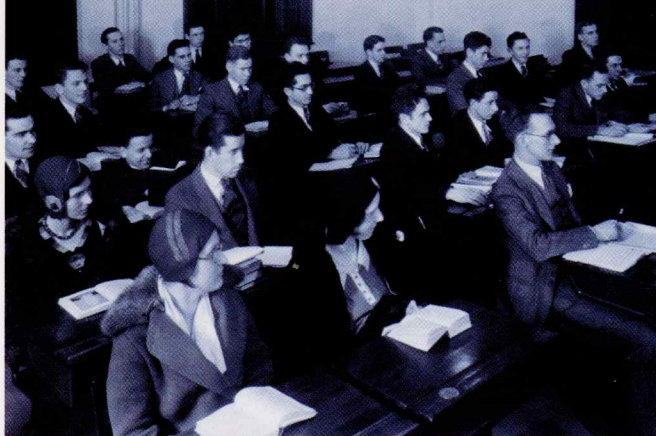
John E. Parisella
(L BA 67)
Chair, Special Gifts



Brian J. Steck
(S BComm 68)
Vice-Chair,
Toronto Division



Dr. Donat Taddeo
(L BA 67)
Executive Vice-Chair



A HISTORY



- 1848** Collège St-Marie is incorporated
- 1851** The first North American YMCA is established in Montréal
- 1873** Evening courses begin at the YMCA
- 1896** Loyola College is opened at Bleury and St-Catherine streets
- 1899** Loyola College is incorporated by the Québec Legislature
- 1900** Loyola Farm is purchased
- 1903** Loyola confers degrees on first graduates
- 1916** Loyola moves to current site
- 1920** YMCA inaugurates the Evening High School
- 1926** YMCA Evening School is named Sir George Williams College and becomes co-educational
- 1929** Sir George offers first-year university-level studies in Arts, Science, Commerce and pre-Engineering
- 1932** Sir George inaugurates day courses
- 1936/37** Sir George awards first Bachelor's degrees
- 1943** Loyola establishes Science Faculty and engineering courses
- 1956** Sir George moves to the Norris Building
- 1959** Sir George Williams College becomes Sir George Williams University
- 1959** Loyola becomes co-educational
- 1965** Sir George offers first graduate courses
- 1966** Sir George opens Henry F. Hall Building
- 1968** The Parent Commission Report asks Loyola and Sir George to consider a union
- 1974** Concordia University is established
- 1974** Faculty of Fine Arts is established
- 1989** As a result of the Daring to Excel Campaign, the Loyola campus inaugurates the Concordia Concert Hall and the expanded Vanier Library
- 1992** The School of Graduate Studies is established
- 1992** The J.W. McConnell Building, the R.H. Webster Library, the J.A. DeSève Cinema, the Birks Student Services Centre and the Leonard and Bina Ellen Art Gallery are inaugurated on the SGW campus

Two original ideas. Two schools of thought. One singular purpose:

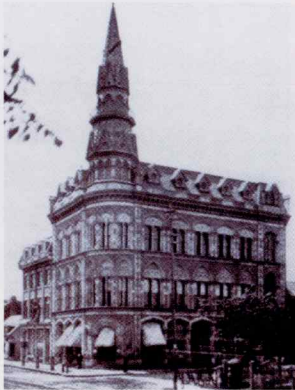
to expand continually the horizons of what a truly relevant education should be. That is the history of Concordia.

The future of this outstanding University will be equally straightforward. It will be as exciting and as full of promise as the dawning of a new millennium.

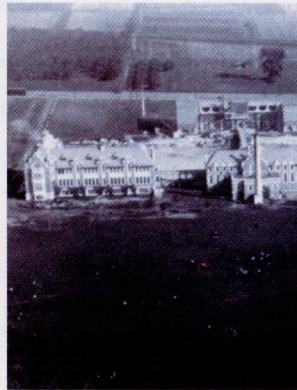
This Campaign will provide Concordia with the precious resources needed to further its development as a vital research and teaching university. In recent years, this development has witnessed the creation of a School for Building unique to North America; a first-of-its-kind Arts Therapy program; Canada's only course on HIV and AIDS; a Continuing Education Certificate in Marine Transportation; an Aviation MBA; essential research on alternative-fuel vehicles, behavioral ecology and corporate downsizing; and many, many other important areas of study and research.

In practical terms, The Campaign for a New Millennium will enable future Concordia graduates to assume similar leadership roles and achieve the same measures of success as their predecessors. The difference is that the next generation of alumni will graduate into a more cosmopolitan and technology-dependent world. And they will do so fully prepared to effect profound and meaningful changes in all aspects of society.

BUILDING A VISIONARY TRADITION



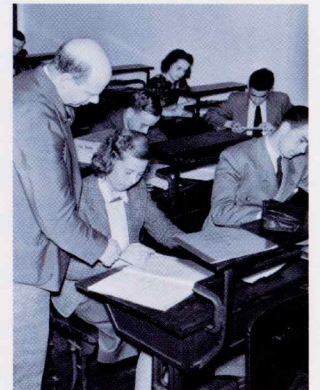
The early days of Sir George:
Victoria Square c. 1873



Loyola's field of dreams
c. 1916



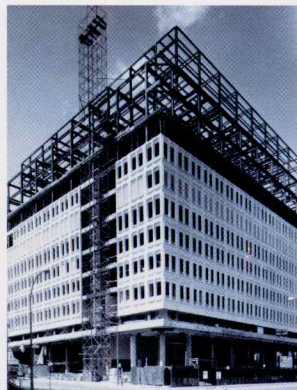
Loyola establishes Canada's first
School of Sociology



Two tenets of a Sir George
education: equal opportunity and
personal attention



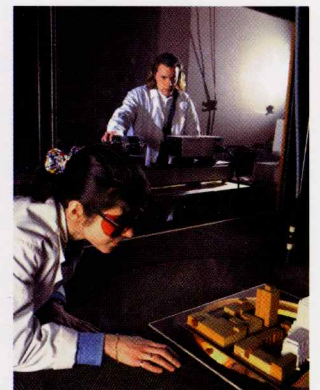
Promoting discovery
through a flexible education



A new presence in
downtown Montréal:
The Henry F. Hall Building



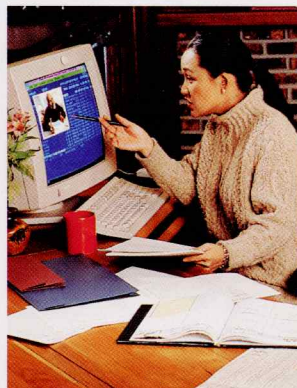
Nourishing a desire for
excellence at the Drummond
Science building



Engineering advances at
Concordia's outstanding School
for Building



The J.W. McConnell Building:
a state-of-the-art learning
environment



Pioneering distance learning for
the 21st century



Placing the accent on research in
the new millennium



Committed to a technologically
advanced education



AND A PRESENCE

Concordia is an exceptionally energetic and accomplished university. With four highly regarded Faculties, five colleges, a School of Graduate Studies and 13 research centres, it is also a very special place of learning. What sets Concordia apart from other institutions are the dual traditions that define its mission: the *Ratio studiorum* of the Jesuit liberal arts education and the progressive and innovative curricula of the YMCA schools.

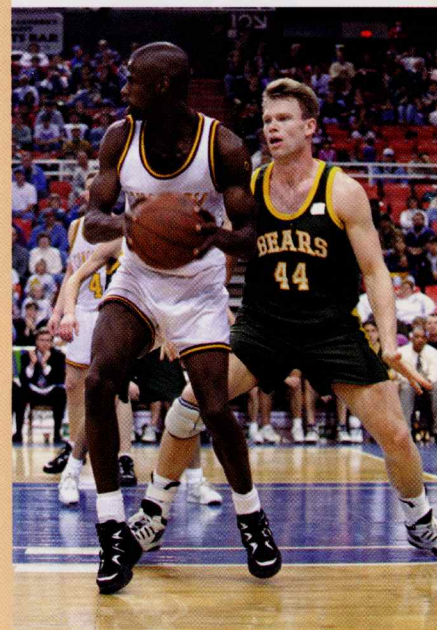
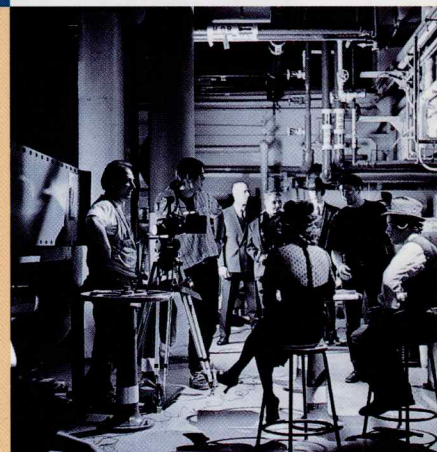
Building on its historic mandate for in-class teaching excellence, Concordia has emerged, in the last 25 years, as a university of fresh ideas where both fundamental and groundbreaking research play a vital role.

In the Faculty of Engineering and Computer Science, for example, over 90 percent of the professors hold NSERC grants in areas as varied as advanced composite materials, human-computer communication and computational fluid dynamics.

On the strengths of its research and teaching initiatives, the Faculty of Commerce and Administration recently became the fourth school in Canada to be accredited by the American Assembly of Collegiate Schools of Business, joining an elite North American group that includes Harvard and Wharton.

The Faculty of Fine Arts is the best in Canada, and continues to anticipate the future by creating daring and original programs such as the first North American joint Fine Arts/Computer Science major in multimedia.

The Faculty of Arts and Science remains the core of the University. In addition to offering a basic liberal arts education, the Faculty is renowned for its pioneering work in many fields, including psychology, religion and communication studies.



students

are the lifeblood of a university. At

Concordia, the pulse of higher education is driven by 25,000 students with aspirations and perspectives as varied as those of Montréal's rich multicultural communities.

What these men and women have in common is a desire to explore the world through learning, to upgrade their skills, and to contribute meaningfully to society. What they also share is the rising cost of their university education.

Concordia was one of the first universities in Canada to eliminate the barriers to higher education—evening courses, part-time education and the Centre for Mature Students all played a crucial role in developing the University. While innovative academic planning remains an important part of Concordia's future, the University's single most urgent priority is to increase substantially the amount of student financial aid so as to do away with the biggest hurdle facing today's students. The Campaign for a New Millennium will provide Concordia with an additional \$15 million in endowments for scholarships and fellowships.

If Concordia is to live up to its heritage of making an excellent university education accessible to all who deserve and desire it, then it must provide the financial

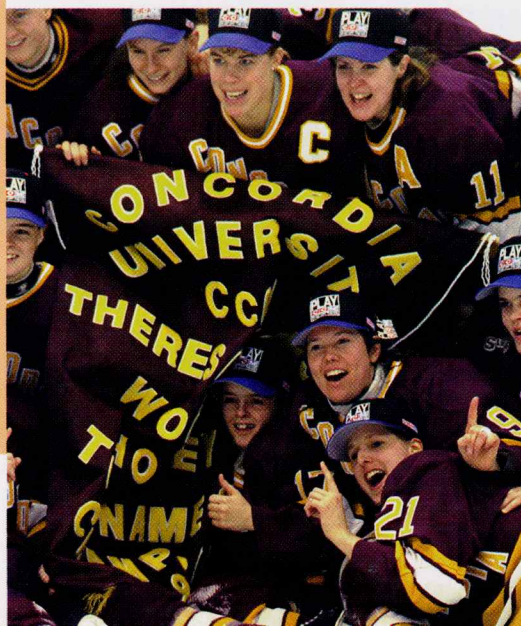
\$20,000,000

for graduate fellowships, undergraduate scholarships and bursaries, and renewed recreation and athletic facilities



"Loyola and Sir George always understood that a university education must not discriminate on the basis of age or financial circumstance. It was their desire to bring together bright and ambitious minds and encourage them to discover and rediscover the world. This Campaign underscores Concordia's commitment to remain an excellent and accessible university."

George Lengvari, LBA 63
Chairman, Weider Publications Group Ltd., U.K.



Concordia's women's hockey team captured an unprecedented sixth consecutive national title in 1996



Concordia's dual-energy, modified Intrepid—the only Canadian entry in the U.S.-based Future Car competition—rated first in consumer acceptance

means for this to happen. It is also critical that the University increase the number of fellowships available if it is to become more competitive and more attractive to outstanding graduate students from across Canada and around the world.

AN EDUCATION FOR THE MIND, BODY AND SPIRIT

A well-rounded education nourishes both the intellectual and physical needs of a student. This philosophy has guided Concordia from its very beginnings. Varsity athletics and intramural sports are as much a part of the fabric of a Concordia education as are classrooms and research labs. This is especially true today. More and more Concordians are realizing the physical and spiritual benefits of a healthy lifestyle. So much so that the existing facilities are bursting at the seams. Both the Loyola complex, originally built for fewer than 4,000 students attending Loyola College in the 1960s, and the downtown Victoria Gym, are strained beyond capacity and can barely meet the needs of Concordia's varsity and recreational athletes. The Campaign will match the dedication and enthusiasm of these men and women by providing \$5 million for the revitalization of these facilities.

THE OPPORTUNITY TO EXCEL



"I am indebted to Concordia's Liberal Arts College and its history department for preparing me so well for the academic challenges at Oxford."

Carol McQueen
Rhodes Scholar BA 95



CONCORDIA TODAY 1996 Enrolment by Faculty

Arts and Science	12,629
Commerce and Administration	4,715
Engineering and Computer Science	2,770
Fine Arts	2,210
Independent	2,086

RENEWAL OF ACADEMIC FACILITIES

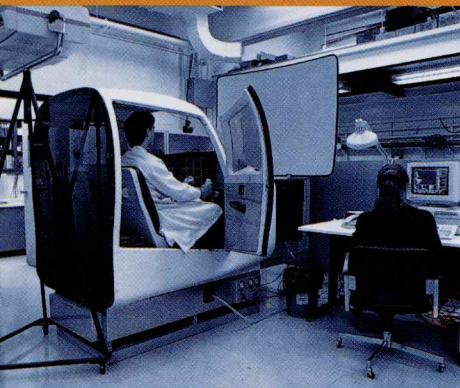
building

a university for a new millennium is a daunting challenge. Over and above the vision-

\$12,000,000

to establish state-of-the-art, stimulating physical environments that encourage excellence, innovation and the free flow of ideas

A WORLD OF POSSIBILITIES



Through Concordia's Industrial Liaison Office, valuable partnerships between University researchers and private and public interests are being forged in areas as diverse as light aircraft flight training and robot-arm technologies.

ary academic planning required, there is a need to provide the physical space that will allow the University room to furnish its constituents with an environment that will sustain innovation.

Concordia's challenge is particularly pressing given its two campuses and 75 civic addresses, many of which are in rented and aging buildings. The University has recently adopted a space plan to redress the situation through the construction and acquisition of appropriate facilities on both the Loyola and SGW campuses.

Much remains to be done, however, if Concordia is to marry its leading-edge programs with equally dynamic and technologically sophisticated spaces. Well-equipped research labs that can be readily upgraded must be established in many areas, including bioinformatics, microfabrication and behavioral neurobiology. Just as important, teaching facilities must be retrofitted and rewired to accommodate the electronic, computer-based information that permeates virtually all University programs.

Over the past decade, three of Concordia's Faculties have experienced significant growth; the Faculty of Fine Arts is so highly acclaimed that as many as 13

The Loyola campus, with its English Collegiate Gothic architecture, is a Montréal landmark. Today it houses, among other departments, Psychology and Communication Studies, as well as the athletic complex and one of the most sophisticated concert halls in the city

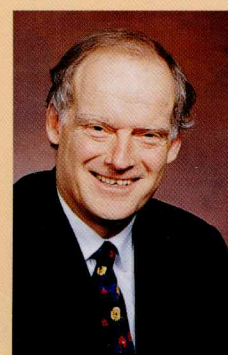




Through Concordia's Centre for Small Business and Entrepreneurial Studies, Professor Bakr Ibrahim confronts and addresses the particular problems of a sector of the economy that accounts for nearly half of the employment and gross national product in Canada

applicants vie for each opening in such renowned programs as Film Production and Theatre Performance. With its continued push to make available original and vital programs, the Faculty will need to revitalize its space and equipment. The same is true for the Faculty of Engineering and Computer Science, which this year received a record number of applications for enrolment, and whose particular physical needs include a first-rate technological space for the internationally renowned School for Building.

The Faculty of Commerce and Administration is unabashedly one of the best in Canada. In addition to its prestigious accreditation by the AACSB, it finished first at the 1996 Commerce Games and has an unmatched performance record in the Uniform Final Examinations of the Canadian Institute of Chartered Accountants. For nine consecutive years Concordia's graduates have bested national and provincial averages by significant margins; in 1996, for example, the pass rate for Concordia students was 80.2 percent, compared to the national average of 58.3 percent. It is recognized that the Faculty requires an environment befitting the physical and technological needs of an advanced business school.



"Hydro-Québec has chosen to support Concordia's Campaign because of its research breakthroughs in building energy efficiency and its contributions to the entire building engineering sector."

André Caillé
President and Chief Executive Officer
Hydro-Québec



Concordia is consolidating its downtown space to create a vibrant urban campus of great importance to Montréal

technological

\$11,700,000

to meet the demands of a technology-driven society by providing Concordians with the tools to imagine and create



"Concordia biologists, biochemists and computer scientists are demonstrating leadership and commitment to excellence in the field of biotechnology/bioinformatics. Their research may lead to important discoveries whose impact could be felt by all sectors of society."

Francesco Bellini, L BSc 72
President and Chief Executive Officer
BioChem Pharma Inc.

change is a common, almost daily occurrence. It is revolutionizing the way we live and do business and is bringing about a radical change in how a university teaches its students.

Concordia is embarking on a systematic upgrade of its University-wide teaching facilities so that graduates will have the means and skills to adapt quickly to their work environments and have an almost instantaneous impact on their jobs.

The University has also identified several key areas of strength that require the immediate and substantial support of The Campaign for a New Millennium. These include:

- establishing an infrastructure and curriculum to promote and facilitate the learning of languages both on campus and through distance learning;
- building on the existing excellence of the University's education and communications departments to establish the Institute for the Study of Communication & Education in a Technological Society;



Dr. Adrian Tsang and his colleagues are placing Concordia at the forefront of Canadian research in genomics as it concerns model organisms and micro-organisms of industrial importance



For Concordia researchers in microfabrication, thinking small can have huge implications; microfabrication research leads to applications as diverse as automotive sensors and human-implanted drug dispensers

- establishing North America's first multimedia laboratory to bring together the disciplines of fine arts, computer science and communication studies;
- the formalization of a bioinformatics/biotechnology laboratory that will assemble a team of leading researchers from the biology, biochemistry and computer science departments to undertake important research in genome sequencing;
- the creation of a microfabrication laboratory whose scope will make it one of the most salient in Canada.

A century ago, Concordia's founders sought to prepare and implement the curricula of the 20th century; their task was difficult, but no less challenging than the one facing the University's current visionaries. The advantage today's academic architects have is that the legacy they have been entrusted with—of original, productive, interdisciplinary collaborations—provides an excellent starting point. By putting the appropriate tools in the hands of its scholars, Concordia will be well placed to achieve remarkable successes in the areas of knowledge that will mark the coming century.

Concordia's animation graduates are among the most sought after in the country. The University's interdisciplinary multimedia laboratory will keep them at the forefront of their industry for years to come



CENTRES OF INNOVATION AND DISCOVERY



Over and above the internationally recognized School for Building, which houses North America's only Environmental Chamber for the testing of building energy efficiency, Concordia is home to the following research centres:

Centre for Studies in Behavioral Neurobiology

Centre for Research in Human Development

Centre for the Study of Classroom Processes

Centre for Computer-Aided Vehicle Engineering

Centre for Pattern Recognition and Machine Intelligence

Centre for Industrial Control

Concordia Centre for Composites

Interuniversity Centre in Computer Architecture and Very Large Scale Integration

Centre for Algebra, Number Theory and Computation

Centre for Research in Computation and Its Applications

Centre for Signal Processing and Communication

Centre on Citizenship and Social Transformation

Centre for the Arts in Human Development

excellence

in the classroom and in the

laboratory leads to national and international recognition for a university. Through The Campaign for a New Millennium, Concordia is celebrating the remarkable achievements of its faculty members by establishing chairs and distinguished professorships in several of its most outstanding areas.

The Royal Canadian Society recently recognized the valuable work of two Concordia faculty members: Professor Michel Despland was elected a Fellow of the Society for his lifetime contributions to the study of Western Christian thought, and Professor Roy Wise was similarly acknowledged for his leading research on the neurobiology of addiction. They join four previously elected eminent Concordians. In other areas, Applied Social Science Professor Bluma Litner received a prestigious 3M Teaching Fellowship, the fourth such honour bestowed on a Concordia professor, and Lawrence Kryzanowski was awarded the first Prix ACFAS/Caisse de dépôt et de placement du Québec for conducting exceptional research in finance and institutional portfolio management.

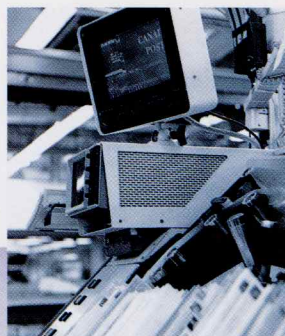
\$8,300,000

to support excellence in teaching and research in the arts, sciences and humanities

BRINGING A WORLD VIEW HOME



The Campaign for a New Millennium will create a \$1,250,000 Artists in Residence Endowment to bring to Concordia the most creative artists from around the world to guide, teach and inspire students in both the visual and performing arts



Concordia's groundbreaking research in human-computer communication has enabled the development of programs that mimic human judgement and thinking patterns to reliably read written numbers





Researchers at Concordia's Centre for Studies in Behavioral Neurobiology are pioneering research into the neurobiology of addiction

The endowed positions acknowledge the valuable contributions to society made by Concordia academics and researchers. They also enable the University to recruit and retain prominent scholars and scientists from around the world. These positions provide the professors with prestige and autonomy, as well as additional income for research, support personnel and the hosting of conferences.

Among the areas for which endowments are sought are:

- Accountancy
- Appetite and Addiction Studies
- Artists in Residence
- Computational Fluid Dynamics
- Entrepreneurial Studies and Family Business
- Finance and Financial Services
- Human-Computer Communication
- Marketing
- Mechanical Engineering
- Québec and Canadian Jewish Studies

In co-operation with the Montreal Exchange, Concordia introduced the first course in Canada that combines theory and on-the-job experience in the world of securities trading



"How bright our country's future will be depends on how well-educated, confident, ambitious and hard-working today's students are. Through innovative programs, Concordia provides its students with a rock solid foundation for success and the opportunity to assume leadership roles within their communities."

Lawrence S. Bloomberg, S BComm 63
President, Chief Executive Officer
First Marathon Inc.

centuries

of knowledge and ideas are within

easy reach in the modern spaces of Concordia's superb R.H. Webster and Vanier libraries. Here, in the University's two principal facilities, more than 5,000 periodicals, 258,000 bound serials, one million microfilm titles and nearly one and a half million books are available to inspire and educate.

\$3,000,000

to provide for the sharing of knowledge and for the development of a critical community development program

Among the many superlative collections in Concordia's trust is one of the most comprehensive and important gatherings of materials on the Holocaust. The University is also the repository of over a dozen other substantial collections, including areas of specialization on the Masonic movement, Thomas D'Arcy McGee, the Canadian-Irish experience and poet Irving Layton.

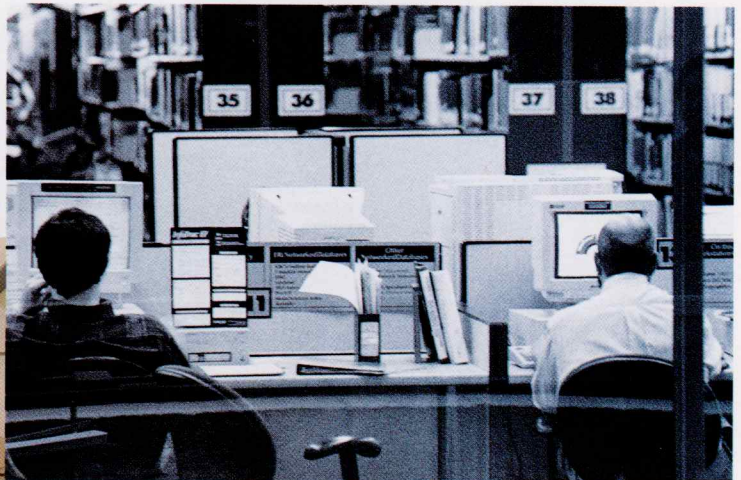
As technology continues to fuel the increasingly rapid access to information, Concordia's libraries must respond with a greater capacity to retrieve and store this wealth of knowledge. However, the cost to equip a modern library and to stock its shelves with pertinent titles has risen dramatically.

Through The Campaign for a New Millennium, Concordia will establish a \$2 million endowment for the ongoing acquisition of books, journals, periodicals and electronic titles that will serve to enrich the lives of its students.



"Concordia provides the opportunity for an excellent education for the real world."

Lillian Vineberg, C BFA 83
Vice-Chair, Concordia University
Board of Governors





Gabriella Hochmann is responsible for one of Concordia's most precious library resources; the Azrieli Holocaust Collection for advanced scholarly research contains over 3,500 titles and 1,000 reels of microfilm, including unpublished government diplomatic and intelligence records

A LEGACY OF COMMUNITY OUTREACH

Concordians have always looked beyond the University to provide assistance to the external communities it serves. Through The Campaign for a New Millennium, Concordia is formalizing an advanced program in Community Economic Development. This program, the first truly bilingual one of its kind in Canada, will equip communities with the resources to plan and implement strategies that address the barriers to their development.

Students and community workers of different cultures and language backgrounds from across Canada will come together to experiment, research and develop workable solutions to urban and rural poverty.

Through this initiative, Concordia will work in partnership with its communities to help them define and implement a new vision for their future. The support required for the program is \$1 million.

Concordia's School of Community and Public Affairs expects its students to want to make a difference in their community. They must want to take a stance



INSPIRING SELF-RELIANCE



For the past five years, the Summer Institute of Concordia's Institute in Management and Community Development has brought together concerned citizens and community workers from across Canada and the United States to address the issues of self-reliance, poverty and community development.

INTERNAL CAMPAIGN

\$13,000,000 and Counting

Concordia's faculty, staff, students and Board of Governors are united behind this most critical Campaign. Together they have pledged over \$13 million so that Concordia may continue to provide its constituents with the resources to reach their potential and to continue their valuable contributions to the people of Montréal, Québec and Canada.



Fran Shaver and Ann Kerby
Vice-Chairs for Faculty and Staff

"Concordia University is built on fresh ideas. The outpouring of support from faculty and staff reflects their commitment to the University and their desire to further their valuable academic and research initiatives into the next century."



David Janssen
Vice-Chair for Students

"The significant contribution by Concordia students is even more remarkable in light of the rising cost of education. We have come together to send a clear message: Concordia is a vibrant university whose potential deserves to be recognized and supported."



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